

(43)

Wood Preservative CAP Mtg.

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Agenda for
Meeting on Wood Preservatives

- I. Conclusions of the CAP audit
- A. Success/failure of the CAP at the wholesaler level.
 - B. Success/failure of the CAP at the consumer level.
- II. Discuss possibilities of improving consumer awareness of safe handling procedures
- A. Review what AWPI intends to do in 1994 to improve consumer awareness.
 - B. Discuss any suggestions to improve the AWPI consumer awareness program.
- III. Discuss Possibility of Amending the PD 4 to relieve EPA of yearly review of the CAP or transfer to TSCA
- A. Are we after a certain level of consumer awareness before we consider the CAP a success and sever our responsibility to review the CAP program, what would we define as successful?
 - B. What would be the rationale and procedures for OPP to transfer the responsibility of regulating treated wood to TSCA?

expected to see wood preservatives shift
if I like to schedule a meeting w/ you
just a sec to talk about what we
want to do w/ the CAP program. I'll
let you know. Give me a call
w/ any questions
Talk w/ you
Steve!
T. Mori

(Summary) **Notes on the AWPI Audit of
the Consumer Awareness Program (CAP) for 1992**

Summary Notes

Wood preserver industry members print and distribute Information Sheets to retailers.

AWPI reports that industry members completed the following actions to increase retailer participation in the CAP:

- sent 4,000 letters,
- made 2,000 phone calls, and
- made 700 personal visits

During 1993, AWPI produced a "Most Often Asked Questions" regarding treated wood and distributed this to 13,000 county extension agents. AWPI research shows that much of the public receives its information from here. (AWPI plans to repeat this effort for 1994).

AWPI's use of the mass media:

AWPI has produced articles and sent these to newspapers who use these as "fillers". Over 1,000 of these articles containing information on pressure treated wood were printed during 1993.

AWPI has experimented with radio, and has also developed a video tape on treated wood and which is now being tested in Louisiana school systems.

AWPI is planning an extensive public awareness program entitled "Campaign 2000". Campaign 2000 is separate from the CAP in that it aims to increase public awareness of specifically safe handling and safe use of treated wood. Campaign 2000 will include:

- Exhibits of treated wood products in malls and in home shows.
- Grants to support technical research on treated wood.
- Expanded use of the "1-800" number.

AWPI also intends to continue and expand the CAP.

Consumer Research and Effective Measurement

The Public Opinion Poll

LC. Williams Research Firm conducted public opinion polls between May 5 - 13, 1993, with 6 focus groups in major cities. Again in late June, 1993, 1,000 people were telephone surveyed about treated wood.

Objective:

To find out how much the American public is aware of aspects of treated wood.

Results:

- 1) Of the 1,000 people surveyed in 1993 by telephone, 83 % said they had no concerns about home-uses of treated wood. (This is higher than in 1992 when 79% of 1,000 people telephone surveyed said that they had no concerns regarding pressure treated wood products.)
- 2) Among product purchasers, only 50% were aware of at least 1 safe handling procedure for treated wood.

AWPI Conducted its Own Survey:

Objective:

- 1) To find out what kind of sign is most effective in grabbing the consumer's attention.
- 2) To find out whether consumers actually pick-up consumer information sheets (CIS) when they see signs that encourage them to do so.

Results

Plastic "hang-tags" were noticed the most,— these are double-pocketed plastic bags with price and size information in the top pocket and a sign urging consumers to ask for information in the bottom pocket.

- * 21% of the buyers of treated wood actually noticed the bags — this is 87 of the 412 people surveyed.
- * Only 1% of those who noticed the bag planned to ask for safe handling information at the register.

Of the 412 people surveyed which said they were familiar with some aspect of proper handling of treated wood;

- * 6.2% said they had gotten handling information from Consumer Information Sheets; and,
- * About 25 % said they got handling information from mass communication such as television and/or magazines.

AWPI Tried to Find-out Why Retailers Consistently have a Low Participation Rate; 3 Possible Answers:

- 1) Change in the relationship between retailers and lumber producers.
- 2) Trends in lumber and retailer industry.
- 3) The nature of the CAP audit.

As a result of low gross margin percentages associated with pressure treated wood sales, AWPI believes, retailer commitment to pressure treated wood products has decreased. In addition, the employee/customer ratio is high. Retailers do little to communicate facts and information on pressure treated wood to consumers. AWPI wants to expand communications program, to incorporate more channels of information and increase the variety of the audience.

Consumer Information Sheets and handling information has limited ability to draw the attention of the consumer; and retailers don't want to devote additional resources to this program.

APWI intends to expand communications to include different channels of communication to different audiences through Campaign 2000.

Campaign 2000:

- * Intends to shift emphasis from presence of CIS leaflets at end points of distribution to measuring awareness of the information that is being distributed. APWI wants EPA to evaluate all the various activities that APWI is undertaking to promote consumer awareness.
- * APWI also recognizes the need to enhance the CAP program.

Suggestions to Improve the CAP

- * Shift the measurement techniques of the CAP to reflect true effectiveness of

ongoing consumer awareness efforts. APWI is more concerned that consumers are aware of safe handling procedures than having a lot of CIS leaflets at retailers.

- * Change the current CIS to something that resembles EPA's Region 5 document entitled "Wood Preserving for Consumers".
- * Include handling information in "How-To" brochures or other material the consumer wants to read and retain.
- * Continue to expand use of mass media and public relations techniques (have Campaign 2000 focus on contractors, consumers, and county extension agents).

Specific Details from the CAP Audit

Audit conducted July, 1993 by AWPI.

Telephone interviews with:

50 managers for the largest lumber retailers

10 managers/owners of the largest wholesale lumber facilities

10 managers/owners of the largest lumber facilities spot check of 10 retail facilities to see whether signs were displayed or if CIS material was available. These spot checks were conducted to determine whether the telephone survey information was true or not.

Results

9 of the 10 stores that were surveyed on site had handling information on hand.

85% of retailers and wholesalers were aware of one or more safe handling procedures.

Retailers and wholesalers are aware of at least one safe-handling procedure.

45% were aware that gloves must be worn while handling treated wood.

32% were aware that a mask must be worn while working with treated wood.

23 % were aware that treated wood should not be burned.

Recognition of the CAP by Name:

Display of signage, encouraging consumers to ask for information on treated wood was the exception, not the rule.

CIS material that retailers have is not always easily accessible.

Consumer Questions on Treated Wood

20% of consumers ask questions on treated wood;s chemical composition and depletion.

16% of consumers ask questions about the safety of treated wood around children and animals.

4% of consumers ask for printed material about treated wood.

18% of the retailers/wholesalers said they'd received questions about the applicable uses of treated wood.

10% of the retailers/wholesalers got questions regarding guarantees or warranties on treated lumber.

22% of the retailers/wholesalers got questions regarding the woods durability and wear

20% of the retailers/wholesalers said that they did not receive questions on the safety of treated wood products.

Retail Participation in CAP

75% of all retailers say that they either display consumer information at the counter or distribute it there.

More retailers were found to have CIS material than actual signs that encourage people to ask for the CIS material – 34% of the surveyed retailers said they had signs encouraging consumers to ask for information on treated wood. Through the on-site audit, only 2 of the 10 stores actually had signs that encourage buyers to ask for information on treated wood.

Treated Wood Retailers and Wholesalers Participation in CAP

1986	70%	1990	45%
1987	70%	1992	39%
1988	70%	1993	78%
1989	70%		

No participation survey was conducted for 1991.

Awareness

30% of the retailers/wholesalers knew of the CAP by name -- compared to 1992 where 54% of the retailers/wholesalers knew the CAP by name and between 1986 and 1990, between 76 and 81% of the retailers/wholesalers knew the CAP by name.

Those that knew of the CAP by name were also generally aware of its goals and objectives.

Those that knew of the CAP by name were aware of the program's responsibilities to consumers.